

Meeting Minutes
Media and Communications Committee
Location: Council Conference Room/Council Chambers
3:30 p.m., Monday, February 12, 2007

1. **Welcome and Introduction.** Chairwoman Leslie Daigle convened the meeting at 3:35 p.m. The following persons were in attendance:

Committee members

- Council Member Leslie Daigle (Chair)
- Council Member Keith Curry
- Council Member Nancy Gardner
- Dan Wampole
- Don Boortz

City Staff

- Dave Kiff (Assistant City Manager)
- Aaron Harp (Assistant City Attorney)
- Steve Badum (Public Works Director)
- Paul Malkemus (MIS Manager)
- Marilee Jackson (PIO)
- Evelyn Tseng (Income Contract Administrator)
- Janet Brown (Assistant Planner)
- Iris Lee (Associate Civil Engineer)
- Kim Rieff (Department Assistant)

Member of the public

- Chris Sullivan

2. **Approval of Previous Meeting Minutes**
 - Not Discussed
3. **Public Comments on Non-Agenda Items**
 - None
4. **New Business**

A. Community Wi-Fi – Discussion/guidance regarding responses to the City’s Wi-Fi RFP.

Chairwoman Daigle suggested the committee evaluate each of the entities by having them do a presentation and talk about their technology and pricing.

Chairwoman Daigle asked the following:

- is the network being built for our residents, businesses, city workers, and delivery services;
- who is going to pay to build and operate the network;
- how will operations be handled;
- what about compatibility with phones;
- what services will be offered;
- what are the benefits;
- what does the network look like - antennas, bay stations, under grounding;
- how will we get them to build citywide;
- leasing component price;
- how things would be transferred if necessary;
- technical component;
- the speed;
- sustainability;
- competition against other carriers;

Mr. Wampole said his concern is that any additional network brought in by a provider other than our cable companies is going to dig into the cable companies profit by a lot and ultimately degrade that service.

Councilman Curry asked if this is to be a free service or a service supported by the users and as we move from Wi-Fi to Wi-Max, whether the system is going to be adaptable.

In response to Mr. Kiff, Councilman Curry suggested having interviews with a technical interview panel that would include this committee and the City's technical staff such as Paul Malkemus.

All three Council Members agreed that once an approach and firm is picked it should be presented as a Study Session item to the City Council.

Ms. Sullivan, a Corona del Mar resident, said she read the proposal and there was no mention of Health and Safety. She asked the committee if they weighed the benefits of this proposal against the risk to human health, especially the children and those people that have electromagnetic hyper sensitivity. Chairwoman Daigle said the health issue is not just in Wi-Fi but it is also in other types like cell phones. We look at the regulatory frame work in terms of who regulates it.

Ms. Sullivan asked if Wi-Fi is governed by the same FCC rules as the cell phone tower placement. Mr. Wampole said anything transmitted through the air is governed by the FCC.

In response to Ms. Sullivan, Chairwoman Daigle said the Federal Government did consider and adopt the standards.

Ms. Sullivan asked why does the City of Newport Beach have to have it. She said she doesn't want it. Chairwoman Daigle said we're trying to provide communication benefits to our citizens while operating within all the Federal and State standards.

In response to Ms. Sullivan, Chairwoman Daigle said after interviewing the providers we'll have a Study Session at the City Council level and the public will be invited to share their concerns. From the City's prospective we will have information on what the standards are and how the City would be meeting those standards. We'd also have some type of RF expert and attempt to address your concerns.

B. Communications Plan – Discussion/guidance regarding the City's Communication Plan

Councilwoman Gardner said we have existing tools we don't utilize. The Web Page is useful but we don't do enough to get the word out. She asked who decides what goes on the Web Page and whether we're over extending ourselves trying to do many programs instead of one with segments. We should come up with a new plan and update it to provide a clearer path.

In response to Councilwoman Gardner, Mr. Malkemus said all departments maintain their own content. It's my job to oversee that process and maintain a consistent look and feel in terms of the content itself.

Mr. Malkemus said there are some solutions like Content Management Software but it costs \$100,000.

In response to Mr. Kiff, Mr. Malkemus said we don't have a staff committee but he'd support that.

Councilwoman Gardner said we should work at making it easy for people to find everything. We're getting the information out there but not shaping it. We should be marketing our communication. Chairwoman Daigle suggested the committee see a presentation by Jeff Montejano. He's a "New Majority" member doing a lot for OCTA by shaping their messages and making them consistent.

Councilman Curry said we should use the website to promote the background of an issue and then follow up. The CCN Presentation would be good because it will give us access to additional resources to help with our messaging.

Chairwoman Daigle suggested at the next meeting we hear how other agencies might be putting together and delivering their messages, handling public information in terms of the webpage.

In response to Councilwoman Gardner, Mr. Kiff said they are working on a plan for NBTv when Ms. Jackson gets more part-time editors along with a Bulletin Board.

C. Telecom Permit Proposal – Mariner’s Park. Committee guidance to City staff regarding a proposed Telecom Permit within Mariner’s Park

Mr. Kiff said one of the Committees’ roles is to review proposed installations of wireless facilities.

Ms. Brown said for Mainers Park she’s been talking with Cingular and T-Mobile for about a year. We were holding off until the RFQ went out for the park improvements so we would know what kind of work was going to be done with the park and where we could put a tower element to hold the antenna.

Chairwoman Daigle asked why T-Mobile couldn’t go on the Fire Station tower with Cingular. Ms. Brown said the ordinance says if any facility within a 1,000 ft. of an existing or new is required to co-locate unless it is not feasible to co-locate.

Councilman Curry asked if there are private sector firms establishing towers in which everybody could locate on.

Mr. Kiff replied that it’s been at least 18 months since we’ve talked with anybody. We have let them come to us. There are a variety of business models and a Telecommunications Master Plan could cost \$100,000.

Mr. Kiff asked Ms. Brown if this plan is a proposed clock tower. Ms. Brown said it’s a clock tower, scoreboard and message board. It will be behind home plate in the area where the existing library is.

Ms. Brown said we would like to have a lease agreement with the two carriers.

Mr. Kiff said we wanted to let the committee know about this proposal. It would come to Council because it requires a height variance of (50 ft) and a lease agreement. Mr. Kiff said the next step is to talk to Councilmember Webb because it is his district and go forward from there. Mr. Kiff said you should expect to see this come to Council in a couple of months.

Chairwoman Daigle said we would check with Councilmember Webb. I think the Park and library was such a great event to the community we don’t want to bring a project to Council that would create a bunch of controversy.

Mr. Kiff said if Councilmember Webb said go ahead and do community outreach we would probably set this up as a Study Session item.

Ms. Brown said Public Works is working on the improvement plans for the rest of the park so we wanted to tie the whole project together.

In response to Mr. Kiff, Ms. Brown said the second location is in Chairwoman Daigle's District at the Boys and Girls Club at East Bluff Park.

Ms. Brown said the proposal is to replace the existing street light standards in the basketball courts and put the antennas at the top of the light standards. They are requesting to go to 43 ft which would require City Council approval. This is a single carrier, T-Mobile. Mr. Kiff said this will be the same process as the clock tower.

D. Proposal from CCNUSA TV – Digital broadcast distribution system.

Mr. Fred Armendariz gave a presentation on the CCNUSA TV broadcast system. The company puts screens throughout a community in public and private sector facilities and runs government content on them. The government content can be anything from *Don't Drink and Drive*, *Fight against Obesity*, a Tsunami seminar, an Amber Alert, a disaster warning or preparedness information. The presentation explained who CCNUSA is, how the system is used and what the government applications are.

Chairperson Leslie Daigle said she would like to meet with Mr. Armendariz again at a future date and time.

5. Old Business

A. NBTV Update – Update from Marilee about cable-casting of Council issues along with transfer of community programming from Time Warner to the City.

Mr. Kiff said he wanted to update committee about the changes with Time Warner and how they were transitioning away from their fiscal support of community programming and going to monetary support. The City Council suggested at the Study Session that we go back and see if we could contract with either Time Warner or other firms and continue that work. Time Warner wanted out of the business. They would not sell the truck and cameras to us. Ms. Jackson got some proposals for purchasing or leasing cameras to enable us to be completely mobile. The equipment could be moved to a New City Hall. Mr. Kiff said he thinks that would be the best way to go. The initial camera system is about \$42,000 and the playback system is about \$45,000. That includes equipment to operate cameras adequately, enough to do the City Council meetings and possibly some field work. Ms. Jackson has a crew of part-time camera people who would help her do the different takes needed to continue all aspects of the programming.

Chairwoman Daigle asked if the quality of these cameras the same as what cable companies provide. Ms. Jackson said the suggested Sony 300 robotic cameras are "State of the Art" now. The Council Chambers can only logistically handle 3 camera positions but they'll be tied into a robotic switcher including a 4th feed directly out from the video projector for PowerPoint presentations. One technical director will pre-set various angles at each of those camera locations and an assistant director will operate the character generator and audio levels with 4 to 6 monitors inside the control room/edit bay so home

audiences will be able to see and hear the people and visual presentations. The switcher is capable of doing 12 preset positions four for each camera.

Councilwoman Gardner asked with Marilee and the part-time staff whether we'll have sufficient staff to cover what will be our own TV station. Mr. Kiff replied yes.

Mr. Kiff said he thought it would be good to have a full-time strategic communications person.

6. Items for the Next Agenda

Chairwoman Daigle suggested having other agencies come and speak about how they're putting together and delivering their messages, information and City policies in terms of their WebPages.

7. Adjourn & Set Next Meeting Date

The next meeting is scheduled for March 19th at 3:30 p.m.

This meeting was adjourned at 5:15 p.m.